# AN EXPLORATORY STUDY ON ROLE OF E-CRM IN INFORMATION TECHNOLOGY SECTOR IN AHMEDABAD CITY

A Synopsis Submitted to Mandsaur University for Registration of Doctoral Programme

June 2017


Submitted by

**Mrs. Amiya Trisha Shukla**

Ph.D. (Management)

(En. No: 17MGT6MGT1003)

Supervisor

**Dr. Mukesh K. Sharma**

Assistant Professor

Faculty of Business Administration and Commerce



# MANDSAUR UNIVERSITY

Approved by UGC, RewasDewda Road, SH - 31, Mandsaur, Madhya Pradesh- 458001

**Ph. No. +919752122999, +919425924111**

**Website:** www.mandsauruniversity.edu.in/

**Email :** info@mandsauruniversity.edu.in, phd@mandsauruniversity.edu.in

# AN EXPLORATORY STUDY ON ROLE OF ECRM IN INFORMATION TECHNOLOGY SECTOR IN AHMEDABAD CITY


## ABSTRACT

For any business customer is everything and to establish a great relation with customer, management is required. We can keep customer name handy if we are just focusing to build 2-3 customers but to build a good business, we need many customers and those customers need proper acknowledgement and attention. It‟s very difficult till we have a proper system in place. Since Information technology sector plays a very important role in the GDP of country, hence they have exponentially increasing client base in both product and services domains. By keeping in view, this study is highlighting the study of use of Electronic Customer Relationship Management(eCRM) in Information technology sector in Ahmedabad, Gujarat. This study is talking about the usage of eCRM in operations as well as satisfaction level of employees in using that eCRM.The study also focuses on impact of eCRM on employees using it, challenges and suggestions to overcome it. The research will be based on non-probability sampling approach and the data will be collected through the structured questionnaire. The data will be analyzed with help of various descriptive and analytical tools of research. Use of eCRM can help to keep proper customer management in return the happy customer gives repeated business, which impacts the growth of organization and also contribute to economic growth of country.



**Keywords:***Electronic Customer Relationship Management,eCRM, GDP, Customer Relationship, Information Technology*

## OUTLINE OF THE PROPOSED RESEARCH WORK

## I. Title of the Research Work: An Exploratory Study on Role of E-CRM in Information Technology Sector in Ahmadabad City.

## II. Importance/ Rationale of Proposed Investigation:

Customer Relationship Management can be defined as the establishment, development, maintenance and optimization of long-term mutually valuable relationships between consumers and organizations. Customer Relationship Management (CRM) ensures better customer engagement, business performance and sales.

From the last phase of the first decade till now, cloud-based and SaaS CRM solutions continue to integrate more features like customer service and social CRM. Cloud-based and SaaS CRM solutions have been gaining popularity consistently, largely due to their lower initial cost and easy integration with mobile device.

In order to meet lots of business challenges and upgrade the interaction experience with a purpose of increasing revenue, innovative companies apply robust customer relationship management (CRM) systems.

Since more and more companies are trying to expand, and more and more start-ups are making all efforts to grow, the need and demand for a strong CRM software is bound to increase. The world's largest sales and marketing consultancy, ZS, has come to these conclusions on their basis of recent studies. The firm has discovered that companies across industries - including health care, financial services, technology, manufacturing and professional services – can considerably enhance the value they get from CRM investments, and as a result, improve business functions related to their organization.

CRM is not supposed to be just about subjecting people to satisfaction calls and sending home coupons to be redeemed in the weekend. Customers have gone digital now a days not only in developed markets but also in developing markets like India, at least in big cities. In the consumer world, companies start trying to understand the customer from the moment he browses on particular product or catalogue. It is about noting this experience and verifying it

with the customer behavior in the offline world. For instance, if a brand wishes to know why its product did so well on “Amazon” or “Flipkart”, it needs to work out the metrics to understand how people walked into its offline stores and explored other products.

Having done this, they use this data to work out their supply chain strategy, and streamline the entire manufacturing process. Consumer goods companies as well as retailers have to take the loyalty and rewards programmes to a whole new experience.

Manufacturers invest in CRM so that they can understand their dealers, their component manufacturers, and their sales teams better. ERP tools did capture processes and schedules, but not the entire customer ecosystem. Corporations focused on delivery cycles based on sales data, rather than trying to understand the nuances beyond these sales.

“In five years, technology will be advanced to make customers the center of the universe. Businesses not only have to work with startups to innovate, but will use the smart phone as a means to reach people and their queries,” says Kavin Bharti Mittal, Founder of Hike. He further says that today customer service is a bit indifferent when it comes to companies. This is why companies like SAP SE, Oracle and Microsoft are using eCRM tools for the purpose of understanding the finer nuances behind a customer’s behavior or a business’s propensity to work with a particular supplier. Unfortunately, in India very few companies are using eCRM

**There are 3 key phases:**

1. Customer Acquisition

Cost acquisition refers to the process of convincing a consumer to buy a company's goods or to use its services. The cost that a company has to pay in the process of acquiring important customers is an important measure for a business to evaluate, and this cost needs to be linked with how much value each customer typically brings to the business.

2. Customer Retention

Customer retention is the ability of a company or quality of the product to retain its customers for some specified period. High customer retention implies that customers tend to return to the product, keep on buying the product, and not defect to another product or business.

3. Customer Extension

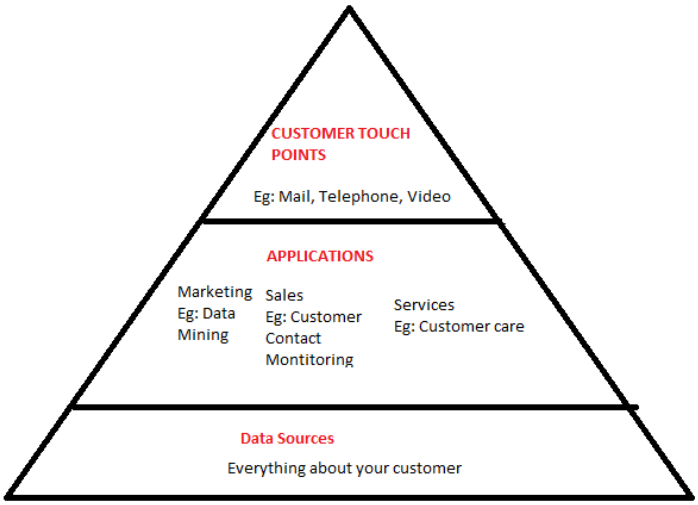
Customer extension points that your customers are regularly returning to your products. We introduce to our loyal customers the products and services that may not wholly relate to their

original purchase. These may be additional, supplementary purchases. Once your loyal customers purchase them, your next target is how to retain them as customers for the extended products or services.

eCRM can be considered from various perspectives. I have taken the following three perspectives

- Information Technology (IT) perspective
- The Customer Life Cycle (CLC) perspective
- Business Strategy perspective

**Information Technology and eCRM have 3mandatory elements, viz. customer touch Points, Applications, and Data Stores:**




Every business has a marketing orientation, and focuses on its customers and their current and future needs, therefore customer touch points are important. Touch points are the interface between any organization and its customers, for example, a software development company contacts the customer who is looking for software development. The contact points include, the sales person, websites, telephone, video conferencing, Interactive TV and mails.

Applications are basically the software and programs which support the process. This is what is termed as Customer Relationship Management (CRM). Applications serve Marketing (e.g. data mining software and permission marketing), Sales (e.g. monitoring Customer Touch Points), and Service (e.g. customer care).

Data Mining means the evaluation of large data stores for patterns, or relationships between groups or individuals (or segments). Applications offer 'patterns' in a format that can be used for marketing decision-making.

Data Stores contain data on every aspect of the customer, and the Customer Life Cycle (CLC). For example, an organization keeps data of the products that you buy, when you buy them, and where they are sent. Data is also kept on the web pages that you visit and the products that you consider, but then do not buy. Leads are stored here. Data on the life time value of individual customers is stored here, as well as details of how and when the customer was recruited, how and for how long individuals have been retained, and details of any products that have been extended to individuals are also stored. The data is analyzed using Applications.

CRM - Customer Life Cycle (CLC) Perspective: Customer Life Cycle focuses upon the creation of and delivery of lifetime value to the customer. Hence it takes care of the products and services that customers needs always.

CRM - Business Strategy Perspective: Business Strategy For CRM is that it should be up-to-date, efficient, speedy, and focus upon the needs of customers. There are significant opportunities now a days for companies to get more value from CRM by shifting their organizations from a tool-based to customer-focused mindset.

The proposed investigation is an effort to describe the role of CRM in Information Technology Sector in Ahmedabad city.

## III. Review of Work done on the Subject:

1. **Bose (2002)** was of the view that CRM was invented because the customers vary in their preferences and purchasing habits. If all customers were of the same type, there would be little need for CRM.

**2. Raab et al (2008)** in "Customer relationship management: a Global Perspective" adopted a global approach towards Customer Relationship Management. This work will assist the proposed research, as it will allow the comparison of customer relationship management principles to the similar principles exercised by other multinational retailers in a global marketplace. Worldwide business have ability to exploit 3 sources of competition viz global

efficiency, multi market flexibility and worldwide learning . They all are improved or made conceivable through the usage of CRM practices.

**3. Sinkovics and Ghauri (2009)** connected the need for participating in client relationship the executives to significant expense of direct deals, profoundly escalating degree of rivalry in the worldwide level, and the need for data about different parts of the business all in all, and buyer conduct specifically, which can be utilized to build the degrees of deals.

**4. Brink and Berndt (2009)** In the book "Relationship Marketing and Customer Relationship Management" mentioned the idea of Customer Touch Map and tells about the part of data innovation in encouraging client relationship the executives. Organizations should never lose sight of the demands of their consumers and be vigilant. Keep track of how their needs shift. One way of doing so is to learn CRM

**5. Pradhan (2009)** portrays client relationship the board as a developing part of promoting in retail, and discusses its significance for guaranteeing long haul development for retail organizations. Agility in response and intergartion in within the organisation will be key to future successes.

**6. Peppers and Rogers (2011)** 6 are of the conclusion that there is worldwide propensity in client relationship the board that identifies with the move from value-based model towards the relationship model. At the end of the day, fulfilling client needs because of on-time exchange isn't adequate today so as to guarantee the drawn out development of the organizations.

## IV. Objectives of Proposed Investigation:

The key objectives of the proposed investigation are as follows:

- To Analyse existing basic information and application of E-CRM in selectedorganizations of IT sector in Ahmedabad city.
- To evaluate the role of E-CRM in operations of selected organizations of IT sector in Ahmedabad city.
- To Appraise the satisfaction level of Employees regarding E-CRM operations/ Applications in selected organizations of IT sector in Ahmedabad city.

- To understand various challenges and barriers in E-CRM operations faced by the employee of selected organizations of IT sector in Ahmedabad city.
- Suggesting the way out to overcome the existing challenges and barriers in E-CRM practices of selected organizations of IT sector in Ahmedabad city.

## V. Hypotheses:

For the purpose of research following research hypotheses will be used.

$H_0$1: There is no significant association between the selling focus of the company and the use of e-CRM software.

$H_0$2: There is no significant association between the main user of the company and the use of e-CRM software.

$H_0$3: There is no significant association between the experience of the respondents and the use of e-CRM software.

$H_0$: Challenges and barriers in e-CRM within the organisation do not differ with annual turnover of the company.

$H_0$: Challenges and barriers in e-CRM within the organisation do not differ with company's primary focus.

$H_0$: Challenges and barriers in e-CRM within the organisation do not differ with the main users of e-CRM in the respective organization.

$H_0$: Challenges and barriers in e-CRM within the organisation do not differ with the years of respondents' experience in the respective organization.

$H_0$: Challenges and barriers in e-CRM within the organisation do not differ with the respondents' qualifications.

$H_0$: Role of e-CRM in the organisation does not differ with the respondents' age groups.

$H_0$: Role of e-CRM in the organisation does not differ with the respondents' year of experience.

$H_0$: Role of e-CRM in the organisation does not differ with the respondents' designation.

$H_0$: Satisfaction out of e-CRM in the organisation does not differ in male and female respondents.

$H_0$: Satisfaction out of e-CRM in the organisation does not differ in respondents with different age groups.

$H_0$: Satisfaction out of e-CRM in the organisation does not differ in respondents with different designations.

$H_0$: Satisfaction out of e-CRM in the organisation does not differ with company's primary focus.

## VI. Methodology

### Sources of Information:

- Primary data: - Through structured questionnaire.
- Secondary data:- Secondary data sources will be used for developing a theoretical base for both chapters and questionnaire design. It includes books, journals, websites, news-papers and official reports of companies, and government guidelines.
- **Tools and Techniques of Research:**

o The research will be based on Non-probability approach of sampling. A combination of Judgment and Convenience sampling will be used.

## Plan of Work:

1. Field visits: Field visits will be organized to measure the satisfaction level and feed back of retailers and customers.
2. Collection of primary & secondary data: All the information and data collected during this thesis will be derived from primary and secondary resources
3. Construction & designing of questionnaire: Questionnaires will be constructed and designed.
4. Interviews: Interviews of retailers and customers will be conducted to measure the satisfaction level.
5. Application of Research tools: The results of the present study shall be based upon, existing literature available from different sources on the subject and a comprehensive field survey covering all aspects of the subject of research.

The Analysis of result would be done using **SPSS tool.** The respondents shall be selected by random sampling method will be covered in the field survey.

## VII. Expected outcome of research:

Customer Relationship Management is all about identifying, acquiring, and retaining customers, who are the greatest asset of a business. CRM provides companies the means to manage and coordinate customer interactions. CRM assists companies to maximise the value of every customer interaction, and in turn improve corporate performance. Electronic Customer Relationship Management is a sort of integrated online sales, marketing and service strategy which is used to identify, attract and retain an organisation's customers. It ensures better

communication between an organisation and its clients by creating and enhancing customer interaction through innovative technology. e-CRM software shares profiles and histories of each interaction the organisation has with its customers, making it a valuable tool for all small and medium businesses.

## VIII. Chapter Wise details of the Proposed Research Work:

Tentative chapter wise details of the proposed investigation is as follows-

**Chapter 1: An Introduction**

**Chapter 2: Review of Literature**

**Chapter 3: Research Methodology**

**Chapter 4: Data Analysis & Interpretation**

**Chapter 5: Conclusion, Suggestions & Recommendations**

## IX. Bibliography:


1. Bose, R. (2002), "*Customer relationship management: key components for IT success", Industrial Management & Data Systems,* Vol. 102 No. 2, pp. 89-97.

2. Raab, G., Ajami, R.A., Gargeya V. & Goddard, G.J. (2008) "*Customer relationship management: a global perspective*" Gower Publishing, New Delhi, pp 1-12; 107-114

3. Sinkovics, R.R &Ghauri, P.N. (2009) "*New Challenges to International Marketing*" Emerald Group Publishing, New Delhi. Pp 3-10

4. Brink, A. & Berndt, A. (2009) "*Relationship Marketing and Customer Relationship Management*" Juta Publications. Pp 14-19; 79-90

5. Pradan, S. (2009) "*Retailing Management: Text & Cases*", 3rd edition, Tata McGraw-Hill Education, New Delhi. Pp 226-240

6. Peppers, D. & Rogers, M. (2011) "*Managing Customer Relationships: A Strategic Framework*" John Miley & Sons, New Delhi,pp307-347


## X. Appendix (If Any)

- **Research and Review Papers**

## Document Information

| | |
|---|---|
| **Analyzed document** | Synopsis-Amiya Shukla - Final copy.docx (D79007425) |
| **Submitted** | 9/12/2020 10:46:00 AM |
| **Submitted by** | Avinash vikram |
| **Submitter email** | avinash.vikram@meu.edu.in |
| **Similarity** | 1% |
| **Analysis address** | avinash.vikram.meu@analysis.urkund.com |

## Sources included in the report

| | | |
|---|---|---|
| W | URL: https://nou.edu.ng/sites/default/files/2017-11/ENT%20206%20Customers%20Relationshi ...<br>Fetched: 2/3/2020 3:22:27 AM | 1 |
| W | URL: https://www.researchgate.net/publication/4129507_An_empirical_study_on_the_e-CRM_p ...<br>Fetched: 12/3/2019 12:57:29 PM | 1 |